CLAIMS:

1.   A method of doing business, the method comprising:

enabling a display, on a graphical user interface, of a control user interface element in association with an application that is available on a device controlled through the graphical user interface, the application being at least partially controllable using the control user interface element; and,

charging a provider of the application based a duration of the display of the control user interface element in association with the application.

2.   The method of Claim 1, wherein the provider associates the control user interface element with the application in the graphical user interface.

3.   The method of Claim 1, wherein a user of the device associates the control user interface element with the application in the graphical user interface.

4.   The method of Claim 1, further comprising:

enabling a user of the device to select the application from a plurality of applications; and,

upon selection by the user, automatically adding the control user interface element to the graphical user interface.

5.   The method of Claim 1, wherein the element is previously present in the graphical user interface and further comprising:

enabling a user of the device to select the application from a plurality of applications; and,

upon selection by the user, enabling to associate the control user interface element with the application.

6.   The method of Claim 1, wherein the element is previously present in the control user interface and further comprising:

enabling a user of the device to select the application from a plurality of applications; and,

upon selection by the user, modifying the control user interface element.

7. The method of Claim 1, wherein the control user interface element is an icon representative of the application.

8. The method of Claim 1, further comprising:

enabling the provider to advertise the application.

9. The method of Claim 1, further comprising:

enabling a user of the device to select the application from a plurality of applications; and,

upon selection of the application by the user, enabling a download onto the device of a software component associated with the application.

10. The method of Claim 1, wherein the graphical user interface comprises a plurality of graphical menus configured in respective tiers and further comprising:

charging the provider based on the tier of the graphical menu containing the element.

11. The method of Claim 1, wherein the charging is also based on a history trail comprising a usage pattern of the application.

12. The method of Claim 1, wherein the control user interface element is comprised in a carrousel of control user interface elements associated with respective applications.

13. The method of Claim 12, wherein a user of the device selects the applications in the carrousel.

14.   The method of Claim 12, further comprising:

selecting the applications comprised in the carrousel;

charging respective providers of the applications based on a duration of the applications

being comprised in the carrousel.

15.   The method of Claim 1, wherein the provider is charged per day of the display.

16.   The method of Claim 1, further comprising:

        charging a lump sum to the provider upon display of the control user interface

element in association with the application.

17.   The method of Claim 1, wherein the application comprises an email service.

18.   The method of Claim 1, wherein the application comprises a news service.

19.   The method of Claim 1, wherein the application comprises instant messaging.

20.   The method of Claim 1, wherein the application comprises audio files retrieving.